



The Ultimate Facebook Ads Execution Guide

By James Francis

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IMPORTANT – BEFORE YOU GET STARTED...

Once upon a time, we could use any type of squeeze page with Facebook Ads and nobody would bat an eyelid.

But with a ton of people using short squeeze pages for evil (i.e. scammy, overhyped offers), **they will now get your ads disapproved and can even get your account banned for multiple offences!**

So to ensure this doesn't happen to you, I've added a new video where I explain which squeeze page you should use for your Facebook Ads instead, and the psychology behind it...



The 2 Different Types Of Squeeze Page And When To Use Them

By James Francis

Simply [click here to watch the video now](#) and get one set up within 60 minutes or less.

You **MUST** do this before continuing with your Facebook Ads!

After you've done it, feel free to continue below...

Introduction

If you're currently stuck in a rut with your Facebook Ads because your traffic costs are too high – OR you don't even know where to start, this step-by-step execution guide will reveal all the steps you need to get your campaign set up correctly, from beginning to end. All you need to do is follow along with the steps at your own pace.

These are the **exact** steps I currently use in my own business to make around a 200% ROI within the first 24 hours of my campaign going live, and around a 600% ROI within 90 days.

Here's some proof from the first 30 days of one of my new campaigns going live...

Results ?	Cost ?	Conversion Value ? ▾	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
1,881 Conversions	\$2.82 Per Conversion	\$14,842.00	68,867	3.68	4,369	1.725%	\$0.00	\$5,310.57	Auto Optimized CPM	\$20.97 Optimized CPM
1,221 Conversions	\$2.30 Per Conversion	\$11,461.00	50,116	3.37	2,119	1.253%	\$0.00	\$2,813.35	Auto Optimized CPM	\$16.63 Optimized CPM
1,432 Conversions	\$2.41 Per Conversion	\$10,392.00	75,103	2.77	2,769	1.329%	\$0.00	\$3,455.82	Auto Optimized CPM	\$16.59 Optimized CPM
2,244 Conversions	\$1.58 Per Conversion	\$7,112.00	191,128	1.70	7,609	2.339%	\$5.74	\$3,555.74	Auto Optimized CPM	\$10.93 Optimized CPM
739 Conversions	\$2.73 Per Conversion	\$6,569.00	33,640	2.66	1,689	1.891%	\$0.00	\$2,015.73	Auto Optimized CPM	\$22.57 Optimized CPM
469 Conversions	\$2.80 Per Conversion	\$4,777.00	11,555	3.43	572	1.445%	\$0.00	\$1,315.29	Auto Optimized CPM	\$33.22 Optimized CPM
315 Conversions	\$2.05 Per Conversion	\$4,746.00	7,221	3.00	436	2.013%	\$0.00	\$644.63	\$1.67 CPC	\$1.48 CPC

Best of all, I see this with every campaign we run in our company, as we've gotten this process down to an exact science.

Let's get started...

Step #1 – Conversion Tracking

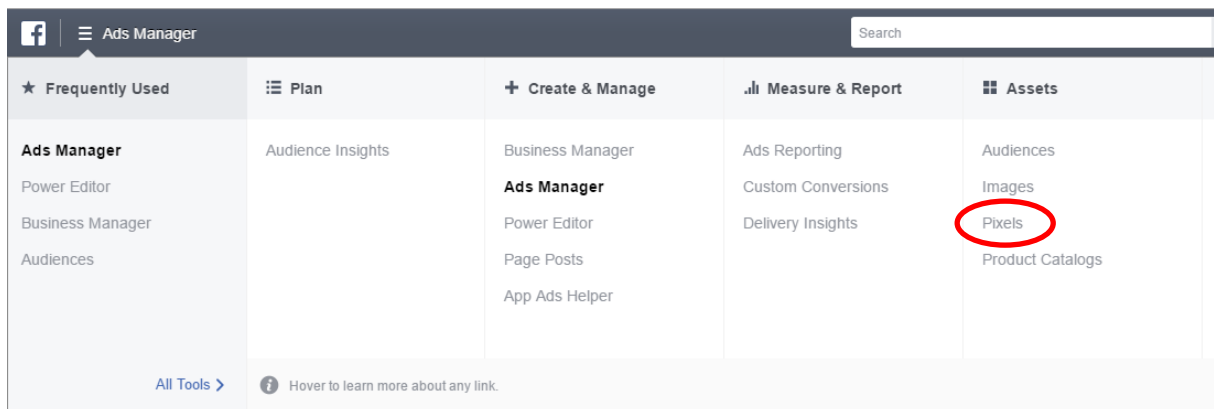
It's **critical** that you set up your tracking before doing anything else, as our Facebook Ads campaign will revolve around achieving specific goals (i.e. getting a new subscriber/lead, making a sale, etc).

Plus, how do you know how well your campaign is working if you're not tracking anything?

So let's get into it...

After setting up your Facebook Ads account ([here](#)), go to your [Facebook Ads Manager](#). This is usually accessible from the left navigation menu once you've logged into your Facebook account.

Next, click on the "Ads Manager" menu at the top of the page, then click on "Pixels".



Then on the next page, click the green "Create Pixel" button, then name the pixel anything you like (e.g. the name of your business or website), and click "Create Pixel".

Next, Facebook will give you some code to paste into the page which is shown **immediately after** the chosen action has occurred.

Here's a resource you should use to learn more about the pixel:

<https://www.facebook.com/business/help/952192354843755> .

So in this case, the next page people get taken to *immediately after* they submit their email address on your squeeze page will be your **content delivery page**. So edit that page in your HTML editor and paste the code just before the </head> HTML code, adding the "Lead" Standard Event code to the pixel using the guide linked to above.

After you've done this, save the page, and re-upload it to your website via FTP.

If you're using something like LeadPages or OptimizePress to create your pages, you should add this code in the "head" section, "custom scripts" section, or similar.

If you have your own product, repeat this process with another conversion pixel in the "Purchase" category, naming the pixel after the name of your product.

After you've done this, add the code on the page they see immediately after they buy. Be sure to edit the `value: '0.00'` section of the code to reflect the price of the specific product you're tracking, e.g. `value: '27.00'`.

You should do this for every product *and* upsell you have available to buy. Although, this unfortunately can't be done for *other* people's products you may be promoting as an affiliate.

With your own products, this will allow us to see which ads are not only getting the most new leads, but *also* which ads are generating the most profit for you.

Done? Perfect! That's the difficult technical stuff out of the way. Let's move onto the next step...

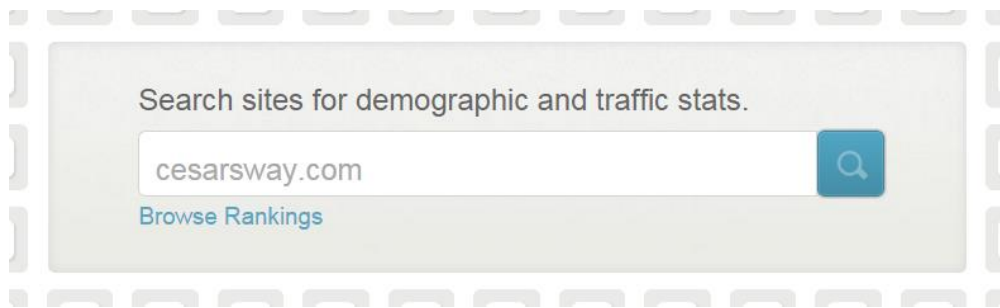
Step #2 – Demographic Research

You need to show your Facebook Ads to the right people, otherwise the people seeing your ad won't be interested enough to buy what you have to offer, and your results will be rock bottom.

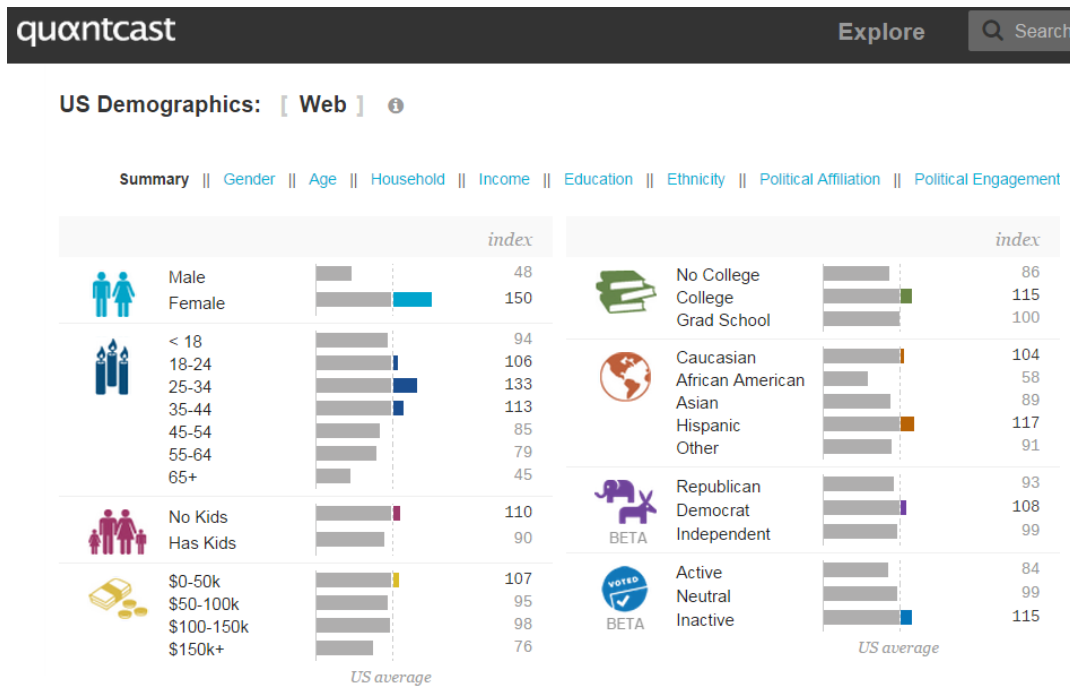
So we need to find out *specifically* who your ideal prospects are in terms of their gender, location, age, and similar. We'll then use this data for inspiration in our Facebook Ads to target our ideal prospects.

To do this, head over to www.Quantcast.com and type in your biggest competitor's website. If you don't know who your biggest competitor is, simply search Google for your niche and try and find the top relevant websites.

In this example, we'll use www.CesarsWay.com in the dog training niche...



About halfway down the next page, you'll be able to see the average gender, age, and other demographic data.



(If you can't see this, then try searching for a more popular or "mainstream" website related to your niche. Or if you still can't find any, try using [Google Display Planner](#) instead).

So in this example, we now know we should be targeting females aged 18-45. Although personally I **never target people below the age of 25**, as students often don't have a lot of money to spend – especially on information products.

Then the main countries we'll be targeting will be the six "top tier" countries of USA, UK, Canada, Australia, New Zealand, and Ireland – although you can branch out to other countries when your ad is getting a positive ROI.

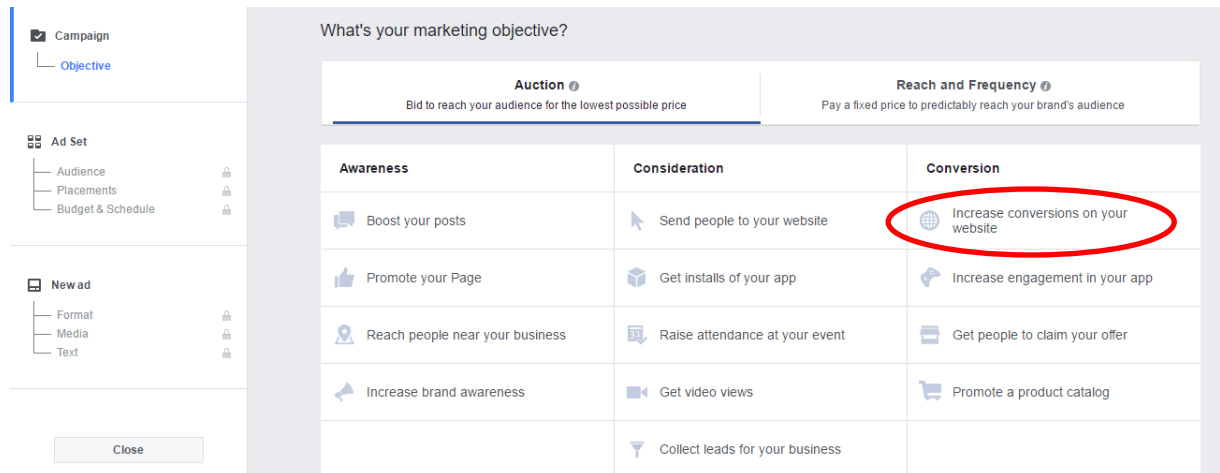
Now we know the specific demographics of your ideal prospects, we can set up your Facebook Ad campaign to show your ads to them.

Step #3 – Campaign Creation

First, log back into your [Facebook Ads Manager](#) (if you aren't already there).

Next, click the green “Create Ad” button in the top right of the page.

On the next page, select “Increase conversions on your website”.



(IMPORTANT: Do not choose anything else, as it will negatively impact the performance of your ads.)

Then in the box which appears, type in a suitable name for your campaign that makes sense to you. I usually name the campaign after the free content, e.g. “12 Profitable Niches Report”. After that, click the “Continue” button.

On the next screen, we have a lot of options available to us. So let's work down from the top...

First, click inside the “Conversion” field and select the “Lead” option.

Next, we come to the “Audience” section. This is where we tell Facebook *who* to show our ads to.

First, in the Locations box, enter: United Kingdom, United States, Canada, Australia, New Zealand and Ireland. These countries will get us the best results.

Next, change the age range to match your findings from your research on Quantcast or similar, with the minimum age being 25. In my niche, I usually use the age range of 25-60.

Yep, you guessed it! Choose the relevant “Gender” option based on your earlier research, too.

In the “Languages” box, type in “English” and select the “US” version, then type in “English” again and select the “UK” version.

Typically I ignore the “pirate” and “upside down” languages (or similar), as these languages don’t show a buying mindset from the prospect at that point in time.

Next, we have the “**Detailed Targeting**” option – and this is a BIG one, so pay close attention...

When you’re starting a brand new campaign, I recommend typing in just ONE competitor’s name. In the dog training niche, this could be “Cesar Millan”, or in the “internet marketing” niche, this could be “Frank Fern”, and so on. Ideally their audience size on the right-hand side should be above 10,000 people at the very minimum.

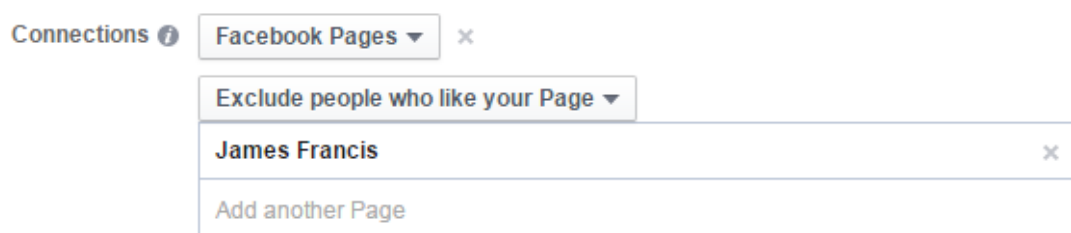
But whoever you choose, you need to type just ONE interest at this point. This means we’ll have just **one interest per ad set** (with everything else the same apart from the interest), allowing us to see which interests are getting you good results, and which ones aren’t.

(The logic behind this is that you won’t even know which interests are doing well and which aren’t if they’re all bundled together in one ad.)

But we’ll come back to scaling up your ads once we have your first ad set up...

Next, scroll down and click the button next to “Connections” (which says “Add A Connection Type”), hover over “Facebook Pages” and click on “Exclude people who like your Page”.

Then in the “Add a Page” field that appears below, type the name of your Facebook page and click it when it appears.



This means we’ll get a *true representation* of the conversion rate of your chosen interest, without showing your ad to people who already have an existing relationship with you.

(Plus you'll be targeting any existing Facebook Fans in your future ads.)

Next, we come to the "Placements" section. Click on "Edit Placements" and uncheck everything so Desktop News Feed is the only placement, like so:

● Edit Placements

Device Types Desktop Only ▼

Platforms		
Facebook		⊞
Feeds	<input checked="" type="checkbox"/>	
Right Column	<input type="checkbox"/>	
Instagram		Ineligible
Audience Network		Ineligible

This ensures you'll get the best results possible.

Below that, you'll see the "Budget & Schedule" section...

Your daily budget should be a minimum of \$5 per day, as any less than this will take forever to get enough data to see if it's working or not – and Facebook won't be able to automatically optimize your campaign to get better results.

But other than that, it can be whatever you want. Just remember that the higher your daily budget is, the faster you'll get results and the faster you'll be able to improve your sales funnel to get a positive ROI. But enter an amount which works best for you.

The advanced options should be left alone, as you can always pause your ads if they don't work out so well or if you need a break from new traffic for any reason, and they're already set up with the best settings.

In the "Ad Set Name" box, type the name of the one interest you're targeting with this ad, e.g. "Cesar Millan".

Woohoo! Now it's time for the last step – to create the ad itself...

I'd recommend using just a single image in your ads to begin with, as it makes it easier to diagnose any conversion issues (if/when they happen).

In the "Images" section, click the "Upload Images" button and choose just one landscape-oriented image of yourself looking directly at the camera. Ideally

this should be 1200 pixels wide x 628 pixels high, but your image can be cropped and repositioned if necessary.

(Tip: [This free online tool](#) will be handy if you need some help with cropping and resizing your image, too.)

Keep in mind that your image should NOT contain more than 20% text, as this will restrict the delivery of your ads.

It's also recommended not to use stock photos, as these look like an ad and will get you poor results. So a photo of yourself looking at the camera or a vector graphic of your customers' end goal works the best.

Next, we need to create the ad itself on the left-hand side.

Working down from the top, you should first select the Facebook Page you'd like to use with the ad (preferably named your own name or a company name).

Then in the "Destination" section, in the "Website URL" box, type in the normal URL of your sales funnel's squeeze page and click outside the box. There's no tracking link necessary here, as Facebook does all the tracking for us.

Then the headline should simply state a (very) short version of your free content's title.

For example, if your free content is a free report that teaches people how to humanely stop their dog barking, your ad headline could say something like...

Stop Your Dog Barking

Or, if your free content is a video that talks about getting traffic, your ad headline could say something like...

Your First Website Visitors

Then in the "Text" field below, simply describe what people will get when they click on the image of your ad in a conversational style (i.e. don't make it sound like a billboard ad!).

For example...

"This free video reveals the one little-known trick to get your dog to stop barking today:"

Or...

“Download this free report to swipe the traffic source which gets 1000 visitors per day:”

Also, I’d recommend selecting the “Call To Action” button as “Learn More” or “Download”, as these buttons have proven to increase ad click-through rates.

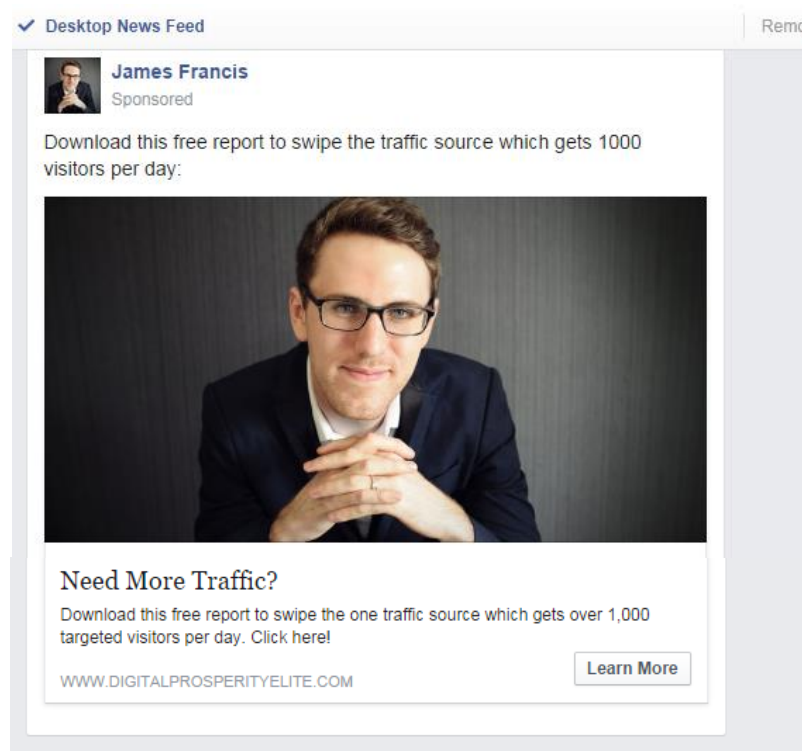
Finally, click the “Show Advanced Options” link and write some similar text to your ad copy, but ending with a call-to-action to click on the ad.

For example...

“Download this free report to swipe the one traffic source which gets over 1,000 targeted visitors per day. Click here!”

You’ll be able to see a preview of your ad on the right-hand side, so be sure it reads well and flows logically.

Using this example, here’s what the ad looks like in the preview section...



Once you’re happy with your ad, click on “Place Order”.

Note: You will not be charged anything at this point, as the funds are taken *after* you hit your account’s billing threshold (usually this amount starts small and increases with time).

Once you've submitted your first ad, click on the **"Create Similar Ad"** button, scroll up and replace the original interest (in the "Detailed Targeting" box) with a new competitor. For example, in the information marketing niche, this could be "Jonathan Budd".

Then scroll back down to the bottom, change the "Ad Set Name" to match the newly-updated interest (keeping it in the same *campaign* as the first ad), and click Review Order once again.

So at this point, your Facebook Ads campaign will be structured as follows:

- Campaign Name, e.g. "12 Profitable Niches"
 - Ad Set 1, e.g. "Frank Kern"
 - News Feed Ad 1 (targeting Frank Kern's audience)
 - Ad Set 2, e.g. "Jonathan Budd"
 - News Feed Ad 1 (targeting Jonathan Budd's audience)

You can repeat the above process as many times as you like, but I'd recommend only testing 5 interests at the very maximum until you know your campaign and sales funnel is actually profitable within 30 days or less.

Finally, we can make your ad get better results by tweaking a few things within Facebook's "Power Editor" tool...

Optional Step – Using The Power Editor

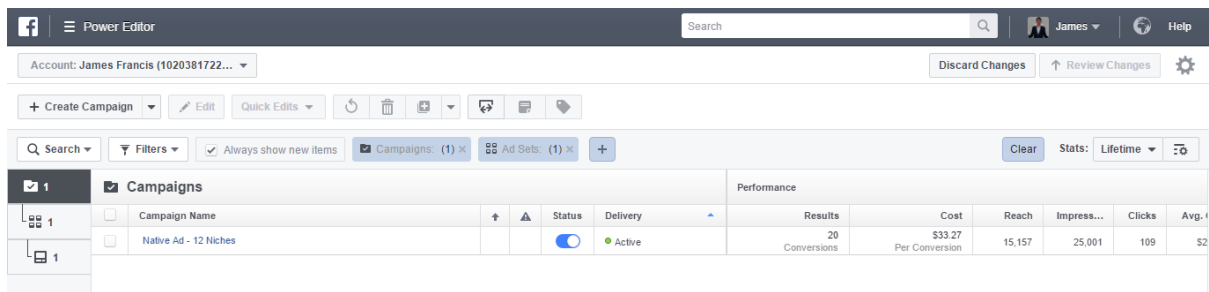
The "Power Editor" tool is basically an advanced version of the normal Ads interface which gives you more flexibility with your ads.

It does have a small learning curve and can feel overwhelming at first, but with this guide, I'll be walking you through the different features and exactly how to use it.

Inside your Ads Manager interface, click the "Power Editor" link in the top menu.

(Note: It does have a help section if you click the "Help" button in the top right, which is useful to read when you're getting used to it.)

You'll then see a page which looks similar to this...



Your campaign appears in the main middle area. Simply click on the name of it, then click the ad set's name, then click the name of your ad.

A small pencil icon will appear to the right of the screen, so click this icon to edit your ad.

Performance			Overview
Clicks	CTR %	Social %	Ad Set
395	1.148%	21.34%	Clicks 
312	1.041%	25.01%	Clicks

In the editing section which has just appeared, scroll down to find the "headline" text and extend it to include a more compelling headline, which will appear below the image. This should include the **type** of your free content (e.g. video, report, audio, etc) and a more compelling name for your free content.

For example...

12 Profitable Niches

... Becomes...

Free Report: 12 Profitable Niches

Or...

Stop Your Dog Barking

... Becomes...

Free Video: 5 Steps To Humanely Stop Your Dog Barking

Once you've made the changes, click the "Review Changes" button at the top to send them back to Facebook.

All done! Your ad will now be reviewed and should be running within 24 hours.

“So How Do I Optimize My Campaigns?”

After your ads are online, most of the time you’ll need to tweak and optimize your ads to get the results you’re looking for.

After all, you’ll be *lucky* if they work amazingly well right off the bat – and even then, there are strategies you can use to **improve your sales** within your campaigns.

To solve this problem, we’ve just opened a brand new service where I’ll personally create and set up an entire Facebook campaign based on our proven methodology and make it profitable **FOR** you. To get the full details, simply click the big orange button below...

[CLICK HERE NOW TO LEARN MORE](#)

See you there!



J. Francis

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Founder & CEO, Digital Prosperity.